

INFORMATION PAPER

Code 580-A/CRM
04 August 2004

SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT (CRM) DATABASE

FACTS:

1. Balanced Scorecard Goal/Objective. Establish Communication Links
2. Project Description. Customer Relationship Management (CRM) is a philosophy that puts the customer center stage. The Marine Corps Integrated Contact Center was designed within CRM to provide a single point of entry/single point of contact for all customer inquiries/issues and to provide responsive support to the Marine Corps Operating Forces. Efforts are constantly evolving to help ensure that timely, professional, and efficient responses are provided to each request for customer support, and that a high level of customer satisfaction is maintained. Details are collected and documented to create performance metrics and identify trends in deficient levels of customer service. Communication links exist via email, telephone, cell phones, pagers, voice mail, personal contacts, organizational mailboxes, websites with on-line customer service requests, WIR On-Line Process Handler (WOLPH), Fax, and various marketing efforts.
3. Why Required. To provide the Marine Corps Integrated Contact Center with the ability to track customer inquiries from creation to closure. This capability will allow inquiries to be sourced and resolved in an efficient and effective manner.
4. Resources. A CRM database was purchased in 2002. Maintenance cost is \$33,236.00 yearly. The CRM database is not operational due to the need for a client server. Cost estimate is \$50,000.
5. Plan of Action and Milestones. The CRM database was purchased and developed in 2002. It is not operational due to the need for a client server. The CRM database was designed to accomplish the mission and the organizational vision to implement CRM processes and information technology enablers that will improve organizational effectiveness, thereby providing improved internal and external customer service. This effort was in consonance with the Marine Corps Logistics Operational Architecture and Global Combat Support Systems Marine Corps approach to providing overarching principles to transform the Logistics Enterprise through both process and information technology enablers.
6. Owning Organization/ Partners. Supply Chain Management Center, Materiel and Distribution Management Department, Customer Relationship Management.
7. Point of Contact. Brenda Olds, Head, Customer Relationship Management, Materiel and Distribution Management Department (Code 580-A), DSN 567-6765/66/67, 1-800-564-8762 oldsbo@logcom.usmc.mil.